ANNUAL REPORT - 2007

Long Beach Municipal Golf Commission





Department of Parks, Recreation & Marine 2760 Studebaker Road, Long Beach, CA 90815 (562) 570-3100



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Department of Parks, Recreation and Marine

Long Beach Golf MISSION STATEMENT

The City of Long Beach will provide a quality recreational experience that fosters the game of golf by operating our golfing assets in a welcoming manner that respects local culture and contributes to the quality of life for all of its citizens and visitors.





ORGANIZATION OF THE MUNICIPAL GOLF COMMISSION

The Long Beach Municipal Golf Commission consists of 13 members. Ten (10) members represent the organized men's and women's clubs from Recreation Park 18-hole, Recreation Park 9-hole, Skylinks, El Dorado, and Heartwell Golf Courses. The remaining three (3) members are designated as members-at-large. Commissioners are appointed by the Mayor.

THE MUNICIPAL GOLF COMMISSION

Created on April 10, 1923, as the "Greens Committee", this group of citizens evolved into the Long Beach Municipal Golf Commission on November 7,1956. In 1992, the number of members was increased to the current 13 Commissioners.

Serving in an advisory capacity, the Municipal Golf Commission makes recommendations on such issues as course policy, capital improvement projects, allowable tournaments, course fee structure, and any other matters that might arise pertaining to the game of golf in the City of Long Beach.

DUTIES

The duties of the Long Beach Municipal Golf Commission include the following, per City Ordinance 2.42.030:

- 1. Generally advise the City Manager and City Council on all matters concerning the operation of the courses and development of facilities;
- 2. Recommend to the City Manager and City Council, the adoption of rules and regulations pertaining to the golf courses;
- 3. Recommend fees to be charged for the use of the golf courses; and
- Act in an advisory capacity to the City Manager and City Council on matters pertaining to the proper functioning of the golf courses.

The Long Beach Municipal Golf Commission elected the following officers and committee members during 2007:

Tonny Christensen, Chairperson, Heartwell John McCann, Vice-Chairperson, Recreation 9 Shirley Johnston, El Dorado Don Lucarelli, Skylinks *Don Marmion, El Dorado Len Kennett, Member-at-Large Robin Bellamy, Skylinks

Matt Knabe, Member-at-Large Betty Hatcher, Recreation 9 Harold Peabody, Recreation 18 Gail Berns, Heartwell Becky Turley, Recreation 18 *Appointed in October to replace Ray McElhenney

LONG BEACH MUNICIPAL GOLF COMMISSION 2007



Members (left to right)
Robin Bellamy, Shirley Johnston, Len Kennett, Gail Berns, Becky Turley, Ray McElhenney,
Betty Hatcher, Tonny Christensen, Hal Peabody, Don Lucarelli, John McCann, and Matt Knabe

The following committees were established during 2007:

Capital Improvement
Fees and Charges
Policies and Procedures
Long Beach Golf Hall of Fame
Tournaments Committee
Junior Golf Advisory Committee

- John McCann, Chairperson
- Matt Knabe, Chairperson
- Hal Peabody, Chairperson
- Len Kennett, Chairperson
- Don Lucarelli, Chairperson
- Betty Hatcher, Chairperson

Department of Parks, Recreation and Marine Support Staff:

Phil Hester, Director
Thomas Shippey, Manager of Maintenance Operations Bureau
Terry Lortz, Superintendent of Golf Operations
Emy Arteaga, Administrative Support

SUBCOMMITTEES OF THE MUNICIPAL GOLF COMMISSION

Committees were established with the following objectives for the year 2007:

Capital Improvement - John McCann, Chairperson

With approximately \$400,000 set-aside yearly for Capital Improvement Projects from revenues brought in to the City from the five golf courses, this committee is charged with evaluating and prioritizing the various proposed capital projects for each course.

Fees and Charges - Matt Knabe, Chairperson

This committee is responsible for evaluating any fee increases proposed. This oversight is especially important during times when the whole fee schedule is restructured. At this time, the committee plays an essential role in balancing the City, the golf community, and the contract operator's needs.

Policies and Procedures - Hal Peabody, Chairperson

The Golf Operations Manual is the guiding document for the policies and procedures that govern behavior on and off the golf course. Occasionally modifications or additions are needed to address certain situations and changing times. It is the responsibility of this committee to evaluate and make recommendations regarding these changes.

Long Beach Golf Hall of Fame - Len Kennett, Chairperson

Started in 1995, the Long Beach Hall of Fame Committee elects inductees once a year based on his or her exemplary contribution to the game of golf in the City of Long Beach.

Tournaments Committee - Don Lucarelli, Chairperson

Certain charity shotgun tournaments have been "grandfathered" in and may hold their tournaments every year. Any shotgun tournaments that have not been "grandfathered" or don't comply with policy must go before this committee and present their petition for play. As with all the subcommittees, recommendations then go to the full Commission for approval and recommendation to the Director of Parks, Recreation and Marine.

Junior Golf Advisory Committee - Betty Hatcher, Chairperson

This committee is responsible for reviewing the Junior Golf Program, the Little Linksters Program and the Traveling Golf Clinics for possible improvement and expansion citywide. The goal is to successfully provide opportunities for youth to learn and enjoy the game of golf. Renewed emphasis is being focused on reaching the disadvantaged and at risk-youth in all of the City Council Districts. This committee is made up of four representatives from the Municipal Golf Commission, an At-large community representative, and staff members from the Community Recreation Services Bureau, the Golf Operations Division of the Maintenance Operations Bureau, and American Golf Corporation.

ATTENDANCE

Name	# Excused	# Unexcused	Perfect Attendance
Gail Berns	0	0	Yes
Robin Bellamy	1	0	No
Tonny Christensen	0	0	Yes
Betty Hatcher	2	0	No
Shirley Johnston	1	0	No
Len Kennett	1	0	No
Matt Knabe	3	0	No
Don Lucarelli	0	0	Yes
John McCann	0	0	Yes
Don Marmion	1	0	No
Harold Peabody	1	0	No
Becky Turley	1	0	No

GOLF COMMISSION MEETING DATES FOR 2007

January	24	July	Dark
February	28	August	22
March	28	September	26
April	25	October	24
May	23	November	14
June	27	December	Dark

The Municipal Golf Commission meetings are held on the fourth Wednesday of each month at 3:30 p.m. The meetings are held at Skylinks Golf Course, 4800 E. Wardlow Road. These meetings are open to the public.

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990.



ACCOMPLISHMENTS, ACTIVITIES, AND FUTURE GOALS 2007

A. Golf Operations Manual:

The Golf Operations Manual contains the policies and procedures for the operation of our Long Beach golf courses. The manuals were updated with lists of Commissioners, Standing Committees and revised policies in 2007.

B. <u>The Municipal Golf Commission</u>:

Recreation Park 18 was the first AGC course to install the new integrated point of sale POS system, which integrates all business transactions with tee sheets. The system was later installed at all the courses.

C. <u>Capital Improvement Program:</u>

The Capital Improvement Program Standing Committee met on a regular basis with staff from the Department of Parks, Recreation and Marine and American Golf to develop and update the Capital Improvement Program (CIP) for each of the five City golf courses. The City courses generate approximately \$960,000 in revenue each year that is set-aside in the Golf Capital Improvement Fund for necessary course improvements. The CIP continues to be monitored by the Municipal Golf Commission through the monthly Golf CIP Improvement Fund Report.

Listed below are some highlights of the CIP projects completed in 2007:

El Dorado:



- Repaired range poles and netting from severe wind damage.
- 2. Replaced deteriorated electrical panels on poles along 7th fairway.
- 3. Major bunker sand replenishment.
- Replaced deteriorated perimeter fencing.
- Renovated course restrooms.
- Reconstructed 18th tee box and added 24 trees to deter errant balls.
- Purchased equipment to help eradicate gopher problem.

C. Capital Improvement Program (continued):

Recreation Park 9:



- 1. Pending cart barn expansion (bids being secured).
- 2. Pending clubhouse remodel
- 3. Planted 25 new trees along fairways and added the irrigation needed to water them.
- Reconstructed all nine-tee boxes.
- 5. Replaced central irrigation computer and system software.

Recreation Park 18:



- Replaced range poles and netting from 100' to 140 ft. tall (\$254,000).
- 2. Reconstructed #5 tee using kikuya grass.
- Reconstructed and leveled nine tee boxes.
- 4. Replaced central irrigation computer and software.
- 5. Purchased chairs, tables for banquet facility.
- 6. Planted 50 new trees and added the additional irrigation needed to water them.

Heartwell:



- 1. Course lighting repairs.
- 2. Clubhouse upgrades security and landscape lighting.
- 3. Tee leveling and sodding.
- 4. Replaced telephone system.
- 5. Replaced water heater and freezer.
- 6. Lighting was added to corner signs.
- Irrigation system repairs.

C. Capital Improvement Program (continued):

Skylinks:



- Renovated clubhouse landscaping and landscape lighting.
- 2. Major bunker bunker sand replenishment (\$50,000).
- 3. Maintenance facility upgrades.
- 4. Retrofitted the pump station.
- 5. Applied slip resistant restroom floor covering.
- 6. Banquet facility upgrades.
- 7. Hall of Fame display improvements.

D. Long Beach Golf Hall of Fame:

On April 25, 2007, the Long Beach Golf Hall of Fame Committee, in conjunction with the Municipal Golf Commission, proposed a slate of three inductees for the 2007 Long Beach Golf Hall of Fame. The slate was selected based on induction criteria that were approved in 1994-95, by the Golf Commission and the Long Beach City Attorney's Office. The Golf Commission members at the May 23 2007 meeting unanimously approved the slate. The following is the list of inductees: **Rudy Duran, John Mansell, and Gwenn Hibbs**. The inductees were honored on July 30, 2007, at the conclusion of the Long Beach Open by Bob Livingstone and Len Kennett, Chairman of the Municipal Golf Commission Hall of Fame Committee.

E. Long Beach Golf Festival:

2007



The 2007 Annual Long Beach Golf Festival featured nine tournaments, which provided competitive golfing opportunities for the very diverse public sectors.

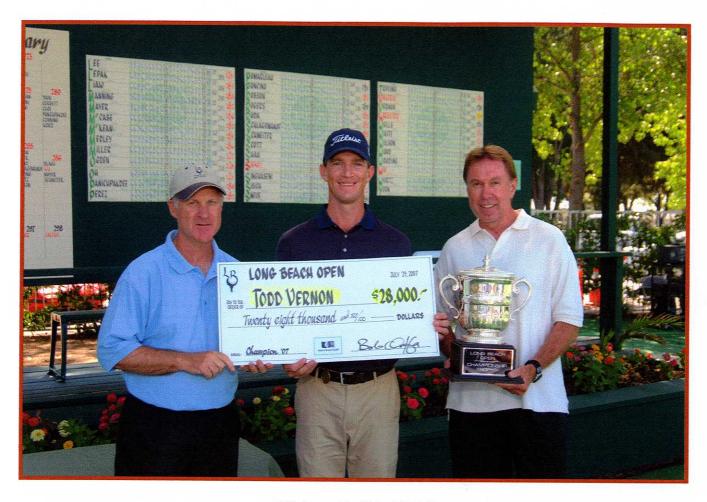
These included the following tournaments:

- 17th Annual Senior Amateur Championship May 9-11; played at El Dorado Park, Skylinks & Recreation Park Golf Courses, 203 participants. Championship Flight winner: Bob Valerio from Hawthorne shot 216 (even par). As the champion, Bob Valerio received an invitation to play in the amateur field of the 2007 Long Beach Open.
- 82nd Annual Match Play Championship June 2-3 (qualifying dates); June 9, 10, 16 & 17 (match play); played at El Dorado Park Golf Course, 138 participants. Final 36-hole match result: Michael Drake of Riverside defeated Ryan Wood of Long Beach 7 & 6.

E. Long Beach Golf Festival (continued)

As the champion, Michael Drake received an invitation into the Amateur field of the 2007 Long Beach Open.

- 77th Annual Women's City Championship June 21-22; played at El Dorado Park and Recreation Park Golf Courses, 96 participants Championship Flight winner: Jennifer Bermingham of Long Beach shot 147 (1 over par)
- 37th Annual Men's City Championship July 6-8; played at El Dorado Park, Recreation Park and Skylinks Golf Courses, 385 participants. Championship Flight winner: Brett Lederer of Long Beach shot 202 (14 under par). Lederer tied the course record of 62 at El Dorado on his way to the championship As the champion, Brett Lederer received an invitation to play in the amateur field of the 2007 Long Beach Open, which he declined because he was turning pro for the Long Beach Open.
- Crosby Memorial Junior Championship June 27; played at Recreation Park 9 & 18 Golf Courses, 185 participants (36 in 11 and under age flights and 149 in 12 and over age flights)
- Long Beach Open Amateur Qualifying July 18; played at Recreation Park Golf Course, 152 participants. The following qualifiers (top 8 from field) were given invitations into the amateur field of the 2007 Long Beach Open: Chris Davis, Sean Shahi, Gene Webster, Phillip Huffman, Jordan Fisher, Jeffrey Lewis, Ashun Wu, and Ryan Kelley.
- Long Beach Open Charity Pro-Am July 25; played at El Dorado Park Golf Course, 124 participants. Format: each group had 3 amateurs and 1 professional and the team played 2 best ball of the foursome. Proceeds of \$6,000 benefited Assistance League of Long Beach and \$5,000 was donated to the Long Beach State golf teams (men & women).
- \$155,00 Long Beach Open July 26-29; played at Skylinks & El Dorado Park Golf Courses, 312 participants (full field)—300 professionals and 12 amateurs. In addition to the field being full, there were 60 people on a waiting list to get in. Champion: Todd Vernon of San Francisco shot 269 (19 under par) and received the winner's check for \$28,000. Nick Jones of Los Angeles, Ajay Shah of Nairobi, Kenya, and Peter Sisich of Spokane, WA finished tied for second place three strokes behind the winner. Ted Oh of Torrance, Dustin White of Pueblo West, CO, and Steve Conway of Murrieta tied for third place 4 strokes behind the winner. Peter Sisich set a new course record of 62 at Skylinks while finishing in 2nd place. Low Amateur: Sean Shahi of Laguna Niguel shot 284 (4 under par). Sean qualified for the field through the LB Open Amateur Qualifying Tournament.
- In 2007, The Long Beach Golf Festival featured nine tournaments, which included the 82nd Annual Match Play Championship, 17th Annual Senior Amateur Championship, and 77th Annual Women's City Championship, Crosby Memorial Junior Golf Championship, 37th Annual Men's City Championship, Long Beach Open Amateur Qualifying, Long Beach Charity Pro/Am, \$155,000 Long Beach Open, and the Volunteers' wrap-up tournament.



(Pictured Left to Right)

Bob Chaffee, Director of Long Beach Golf Festival

Todd Vernon, & Phil Hester, Director of Parks, Recreation & Marine

There were approximately 1,671 golfers from all over the United States, who played over 3,366 rounds of golf during the Festival. Over 112 volunteers donated 3,000 hours to staff the tournaments. Funds were raised for the following organizations through the Festival: \$6,000 to Assistance League of Long Beach, \$5,000 to California State University Long Beach golf teams. In addition, various goods and services were donated to other charity golf tournaments and community fundraising events.

The Long Beach Golf Festival has its own dedicated website. It is <u>lbgolffestival.com</u> and was first initiated in January 2004. Its usage by the public continues to grow each year. As of August 1st it has had: 28,211 visits viewing 112,101 pages; and 281,929 hits. The website has proven invaluable in getting out information, entry forms, pairings and results for each of the events.

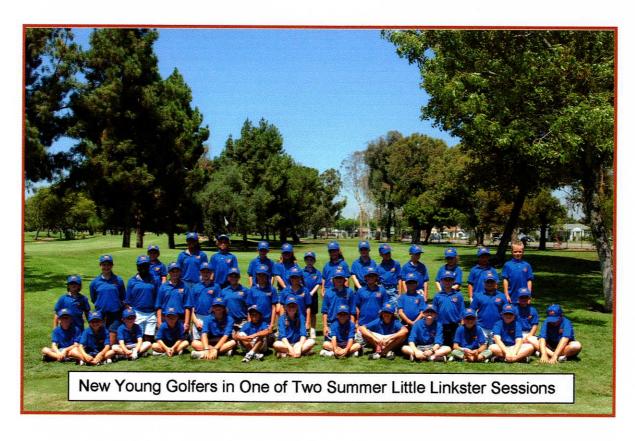
F. Long Beach Junior Golf Association:

The Long Beach Junior Golf Association continues to grow. When founded in 1991, the program only had 33 youths participating. The program has since grown to over 850 youths, ages 7 to 17, currently enrolled as members, and has become the premier grass roots junior golf program in Southern California and possibly the nation.

G. Long Beach Little Linksters:



- The Long Beach Little Linksters conducted two introductory golf instruction programs for youth between the ages of 8-13, at Heartwell Golf Course.
- A total of 80 youngsters participated in the two-week long Little Linksters programs.
- The program is funded from grants and donations from individuals in the community, various clubs and organizations. Golf professionals and local physical education instructors facilitate the event. Junior Golf Association leaders donated their time to teach. An \$85 fee was charged per junior to help cover the cost of custom golf equipment.
- Five youth from the City of Long Beach Gang Prevention program and five youth from the Long Beach Unified School District Special Education program also participated in the Little Linksters. The remaining participants were youths who met the program criteria.



On the last day of the program, the junior golfers played 6 holes with sponsors and received a set of Tour Edge clubs for completing the program. The week culminates with a BBQ Awards Banquet for juniors and parents. In 2007 90% of the participants applied for four weeks of group lessons and were given the opportunity to join the year-round Long Beach Junior Golf Association program at Heartwell Golf Course.

H. Community Outreach - Intro to Golf Program:

- The Long Beach Intro to Golf Program is offered in three phases of progressively more advanced golf instruction beginning with the very basics.
- Phase I was held at several public parks throughout the City of Long Beach, and Phase II was held at the practice range at Heartwell Golf Course (par-3). Phase III of the program offers yearlong scholarships to 15 youth that have participated in both of the first two phases, to the Long Beach Junior Golf Association at Heartwell Golf Course. Phases I and II are structured as instructional clinics, with boys and girls ages 8-16 participating together in both phases.



Youth at City Parks receiving introductory golf lessons

Youth who complete one of the free two-day clinics and are interested in learning more may progress to Phase II of the program, which involves a free, two-hour instructional clinic at the practice range at Heartwell Golf Course. The City provides bus transportation to take youngsters from the ten public parks to Heartwell. During these clinics, participating youngsters work on skill development on the driving range, chipping area, and practice putting green. The rules and etiquette of golf are also presented during these clinics. Typically about 200 youth participate in the second phase.

H. Community Outreach - Intro to Golf Program: (Continued)





Introductory Golf Skills Development Clinics on City Parks

Scholarship applications are distributed to these youth to apply for the third phase of the program. Scholarships are awarded based on completion of the program, genuine interest in golf, and family financial need. City junior golf program supervisors, park site supervisors, and American Golf Corporation instructors make the selections for scholarship awards. Juniors in the Long Beach Junior Golf Association receive six hours of skill-development instruction by golf professionals at the practice range at Heartwell Golf Course.





Individual Golf Instruction for Youth at our City Parks

I. Special Education Golf Clinic:

Each year, the Long Beach Unified School District brings approximately 100 youngsters and some of the special education teachers to Skylinks Golf Course each year for a special two-hour golf clinic, followed by a boxed lunch.







Instructors from all of the Long Beach courses adapt their instruction for those students on crutches and in wheelchairs.

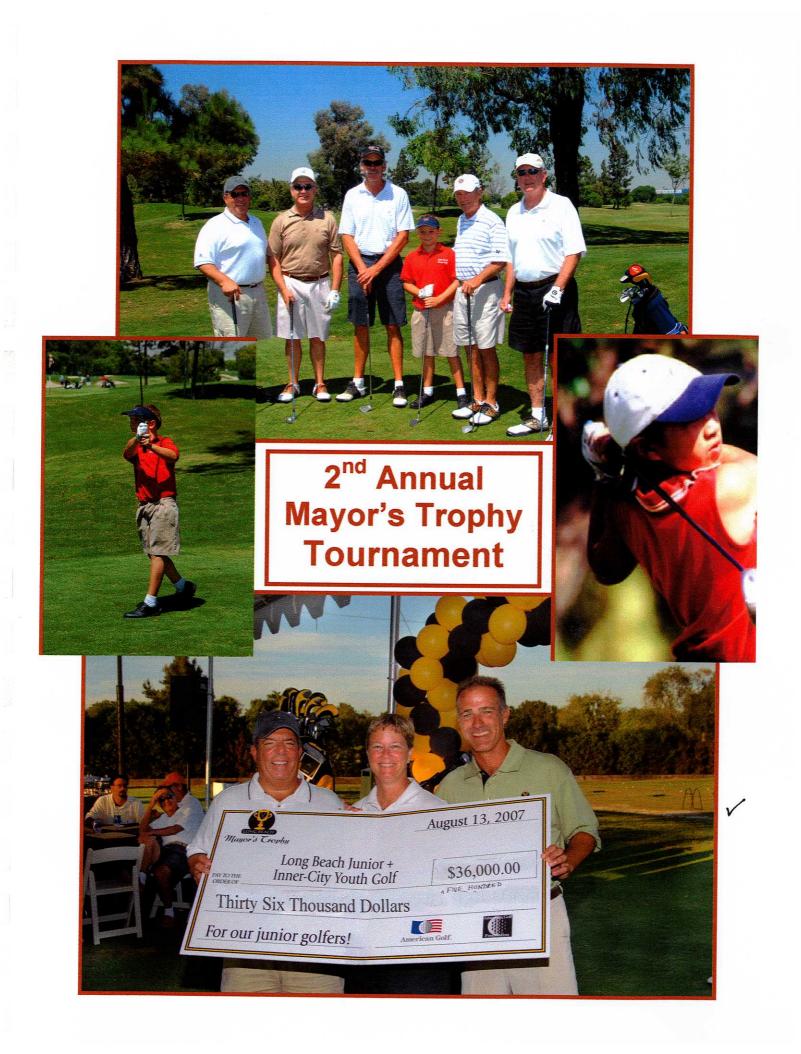
J. Special Olympics:



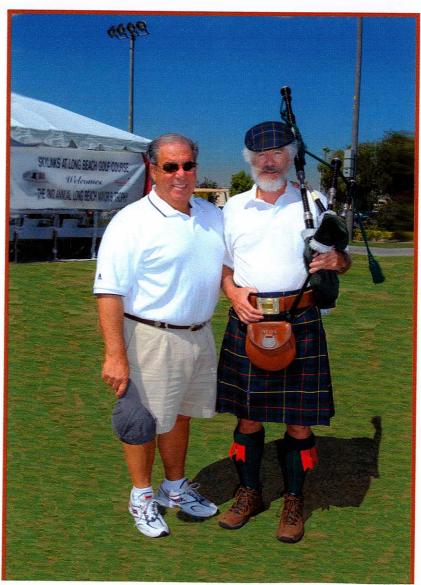
On the weekend of June 6, 2007 the Special Olympics for golf were held at Recreation Park 9 Golf Course. There were 80 players each day.



These photos show the spirit and enjoyment of the athletics, their families, and friends both on and off the course. Athletes traveled from all over California to enjoy a weekend of competition and the pure satisfaction of the game at this annual event.

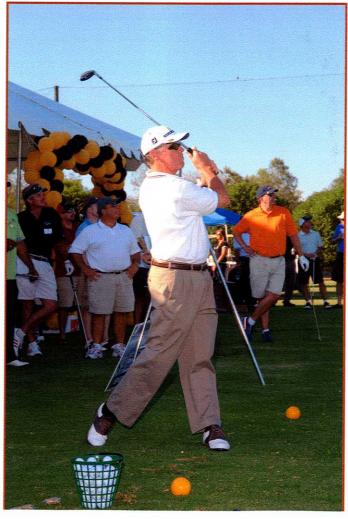








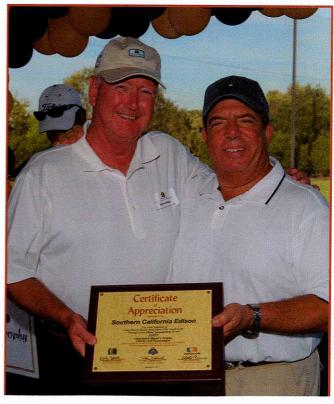






Thanking Special Sponsors









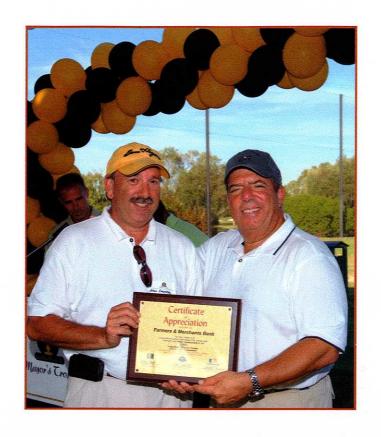
















GOLF COURSE INFORMATION

Facilities Available		
Clubhouse, pro-shop, cart rentals, driving range, restaurant, banquet facilities, group and individual golf lessons, and golf club rentals.		
Clubhouse, pro-shop, cart rentals, lighted driving range, coffee shop, golf club rentals, group and individual golf lessons, lighted golf course. Open until 10:00 p.m.		
Clubhouse, pro-shop, cart rentals, lighted driving range, restaurant, banquet facilities, wedding gazebo, group and individual golf lessons, and golf club rentals.		
Pro shop, snack bar, cart rentals, and golf club rentals.		
Clubhouse, pro shop, cart rentals, lighted driving range, sports pub, coffee shop, group and individual golf lessons, and golf club rentals.		
Long Beach Parks, Recreation and Marine Administration Building 2760 Studebaker Road Long Beach, CA 90815 (562) 570-3100 FAX: (562) 570-3109		
Long Beach Junior Golf Program Heartwell Golf Course 6730 E. Carson Street Long Beach, CA 90808 (562) 570-1272 FAX: (562) 570-1274		
Long Beach Golf Festival Heartwell Golf Course 6730 E. Carson Street Long Beach, CA 90808 (562) 570-8163 FAX: (562) 570-1274 Email: LBGolf Festival.com		
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2007 GOLF COURSE PLAY AND REVENUE

COURSE PLAY

Recreation Park 18-Hole
118,252
El Dorado Park
99.297

Recreation Park 9-Hole 87,061 Skylinks 78,073

Heartwell Park 93,307 Total Rounds Played: 475,990

COURSE REVENUE

 Recreation Park 18-Hole
 El Dorado Park

 \$1,213,354
 \$1,280,472

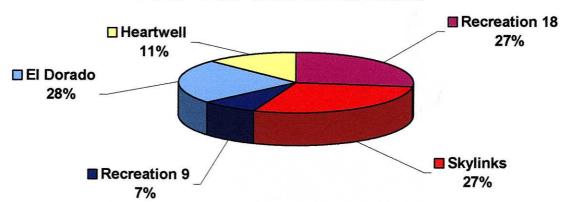
 Recreation Park 9-Hole
 Skylinks

 \$340,272
 \$1,209,818

 Heartwell Park
 Total Revenue:

 \$516,373
 \$4,560,289

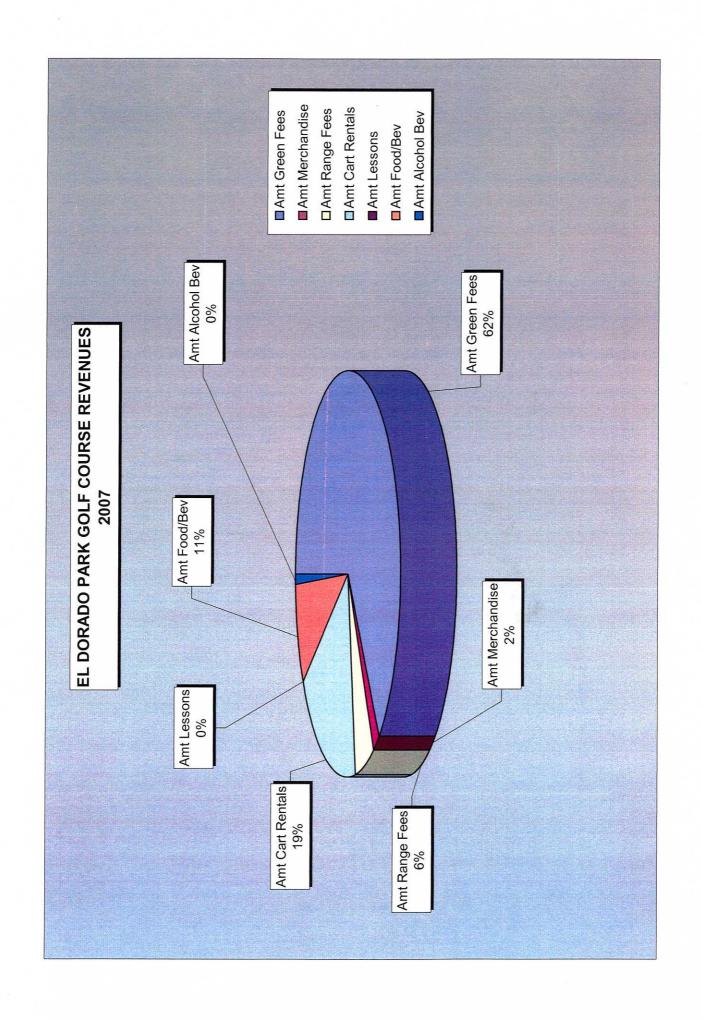
2007 Golf Course Revenue



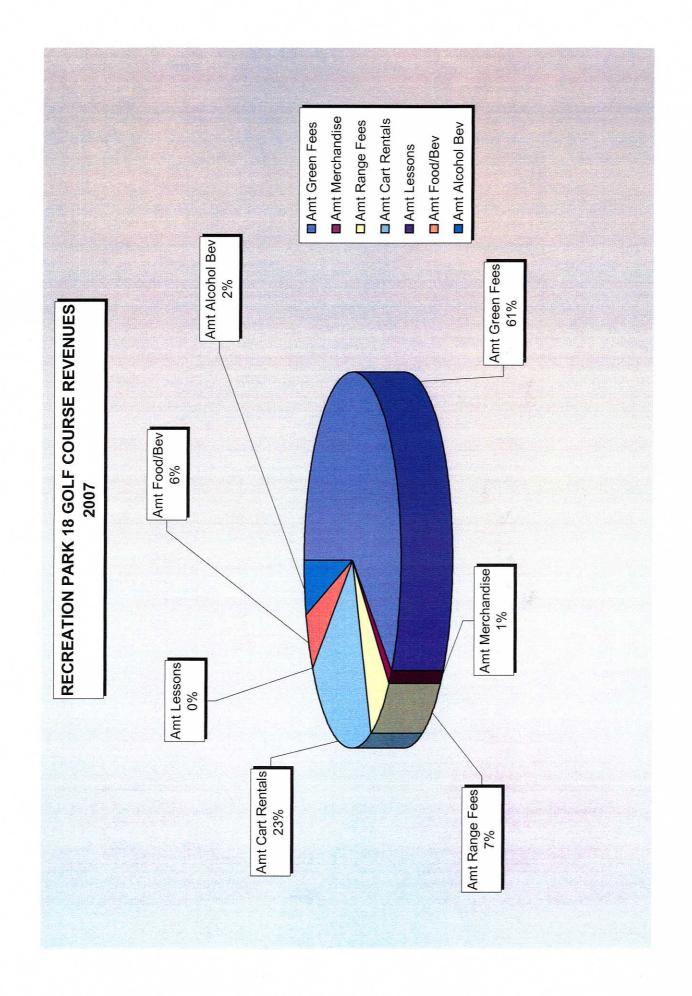
The City of Long Beach receives a percentage of gross revenue from the operation of the five City golf courses. American Golf Corporation pays the City of Long Beach a variety of percentages for greens fees; merchandise sales, range fees, cart rentals, and lesson income. In addition to the revenue received from American Golf Corporation, the City also receives a percentage of gross revenue from each of the restaurant and snack bar facilities at each golf course.

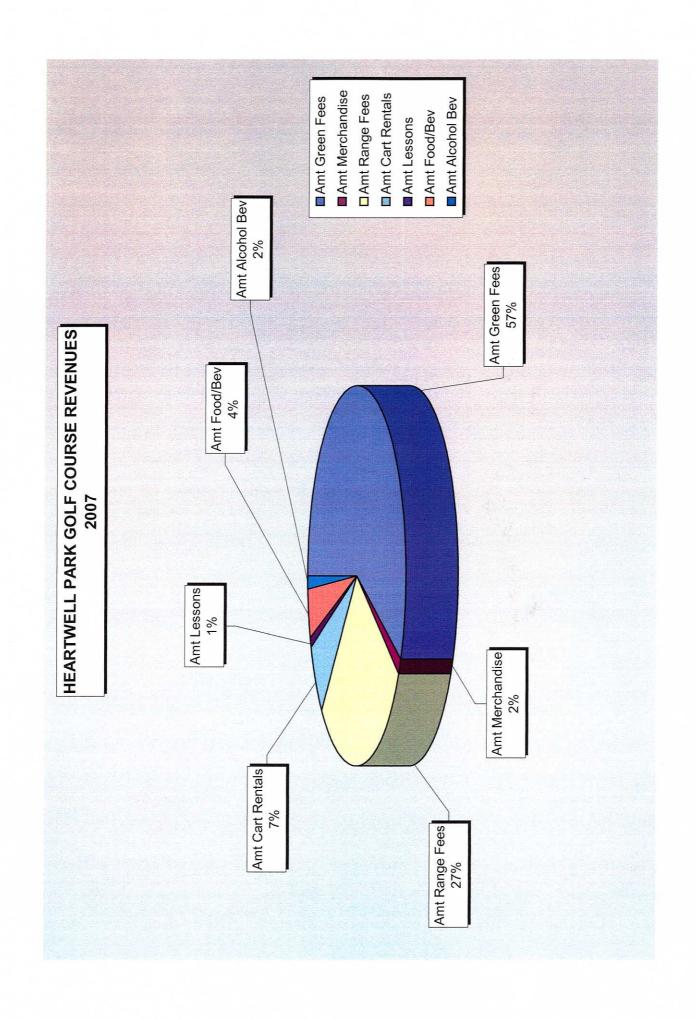
The following pie charts provide an overview of the 2007 revenue by category and percentages generated at each course.

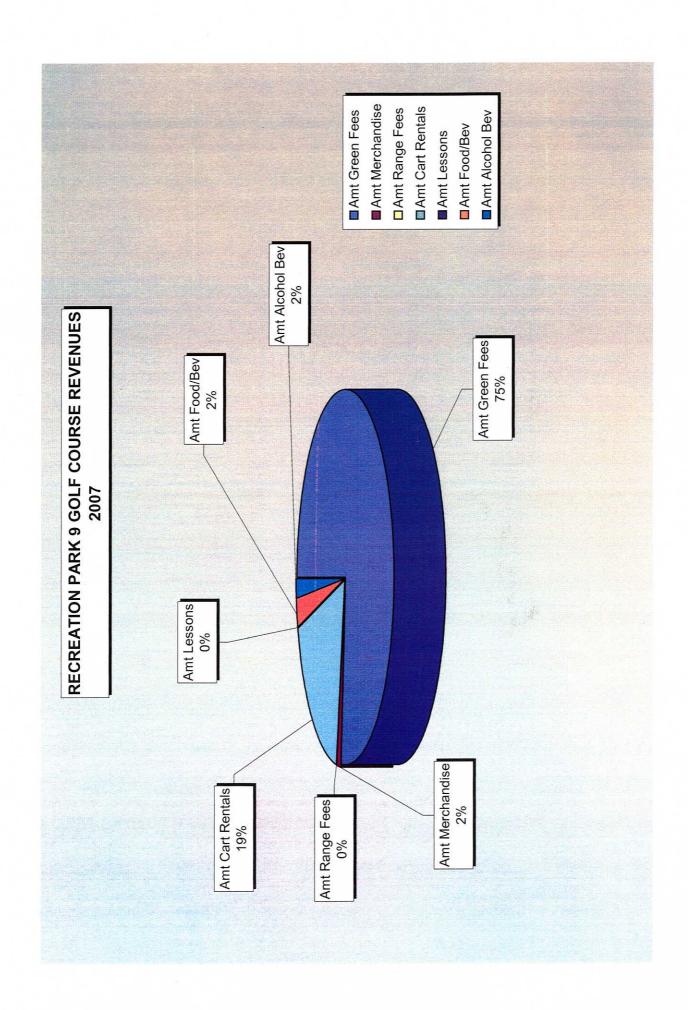
The bar charts, which follow, compare 2007 and 2006 annual revenue and rounds of play.

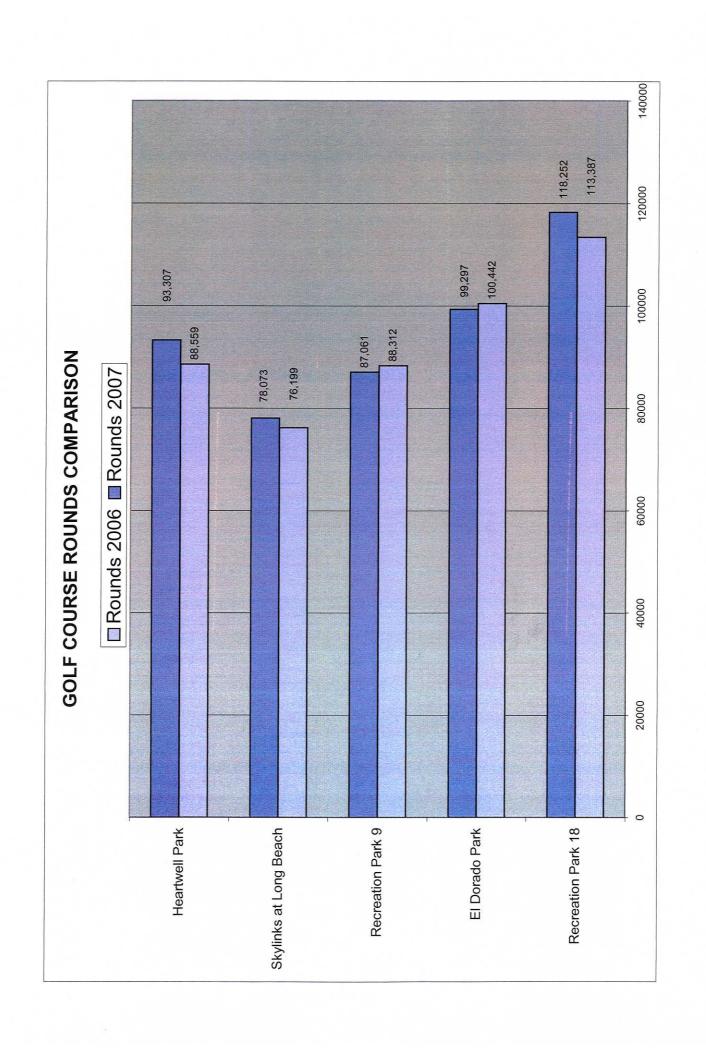


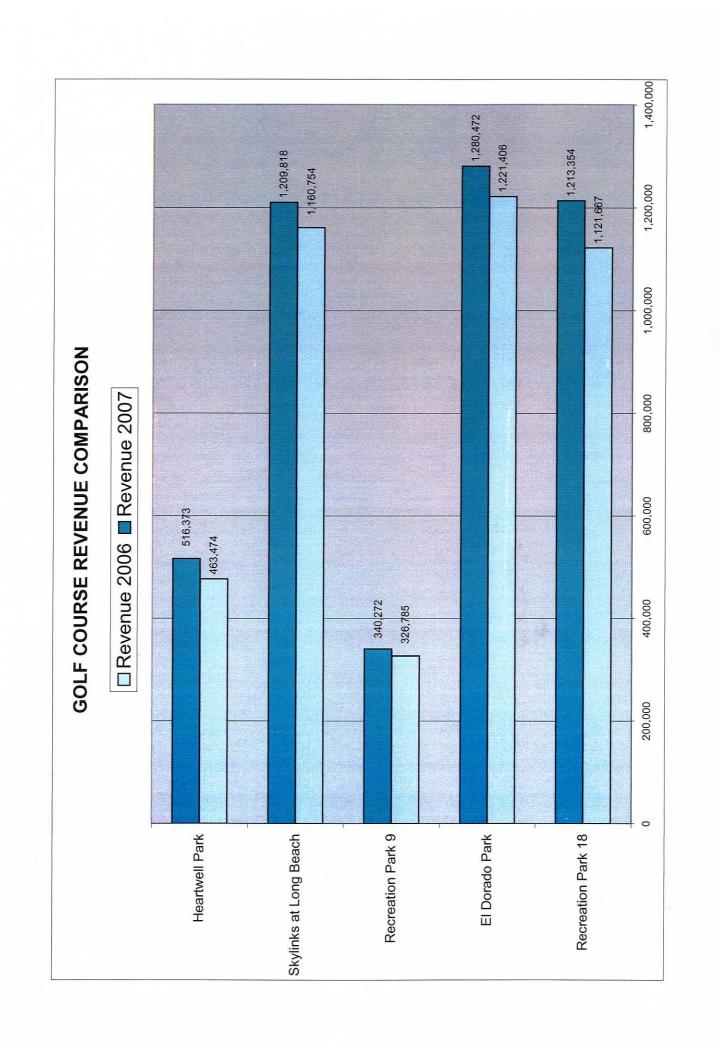
Amt Merchandise ■ Amt Cart Rentals ☐ Amt Range Fees ■ Amt Green Fees ■ Amt Alcohol Bev ■ Amt Food/Bev Amt Lessons SKYLINKS AT LONG BEACH GOLF COURSE REVENUES Amt Alcohol Bev 2% Amt Green Fees 66% 2007 Amt Food/Bev 6% Amt Merchandise % Amt Cart Rentals Amt Range Fees 7% Amt Lessons 18%











CAPITAL IMPROVEMENT PLAN LONG BEACH GOLF COURSES - 2007

El Dorado Golf Course	Cost
Willow Tunnel Drains/Pumps	\$16,000
Bulk Material Storage Bins/Employee Parking Area - DWP Easement	30,000
Wrought Iron Fencing – North of Clubhouse	13,000
Subtotal	\$59,000

Recreation 18 Golf Course	Cost
Protective Fence Behind #12 Green	\$16,000
Replace Sidewalk Along Driving Range	5,000
Employee Parking Areas – Oil Properties Enclosure	7,000
Renovate #13 Tee	12,000
Replace Trees – Micro Burst Damage	10,000
Upgrade Reservation Telephone Answering System	4,000
Renovate Vending Machine Enclosure at Driving Range	8,000
Replace Windscreen Along #14	1,800
Subtotal	\$63,800

Recreation 9 Golf Course	Cost
Reconstruct Greens #1 & 9	\$120,000
Replacement Trees – Micro Burst Loss	5,000
Subtotal	\$125,000

Heartwell Golf Course	Cost
Replace Cart Path Staging Area Between #1 & 10	\$25,000
Replace Asphalt and Fence at Driving Range Tee	25,000
Electrical Lighting Replacement	15,000
New Entry Sign and Landscaping	10,000
New Course Identification Signs (2) on N/E & N/W Street Corners	10,000
Sand & Equipment Storage in Maintenance Yard	30,000
Perimeter Fencing (Carson/Palo Verde – 8 feet)	35,000
Design Lake Renovation	5,000
Renovate Clubhouse Restroom	5,000
Subtotal	\$160,000

GRAND TOTAL	\$407,800
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GOLF CIP PROJECTS

Recommended for Future Years

El Dorado Golf Course	Cost
Replace Cart Path/Service Road – Eastside	\$50,000
New Restroom at #5 & #6	75,000
Upgrade Driving Range – Re-establish Lighting	170,000
Perimeter Fencing Replacement – Along Parking Lots	35,000
Slurry Seal and Stripe Parking Lots	20,000
New Signage	20,000
Subtotal	\$370,000

Recreation 18 Golf Course	Cost
New Restroom at #7	75,000
Protective Fencing – Southside of Driving Range	70,000
Rebuild #10 Tees - Change to One Level	20,000
Computerized Reservation System	20,000
New Signage	30,000
Subtotal	\$215,000

Recreation 9 Golf Course	Cost
New Cart Paths	\$130,000
Reconstruct Green #3	60,000
Enlarge Tees #4, & 6	10,000
New Signage	10,000
Subtotal	\$210,000

Heartwell Golf Course	Cost
Protective Fence at East end of Driving Range	\$80,000
Renovation of Lakes	150,000
New Roof on Clubhouse	30,000
Construct Cart Paths & Staging Area	175,000
New Signage	20,000
Subtotal	\$455,000

GRAND TOTAL	\$ 1,250,000